

AFTER ACTION REPORT
FOURTH AT THE FORT 2005

1. **Estimated attendance: 20,000/22.000.**

2. - Weather: Low humidity, low 80's

2. **Financial report:**

Expenses:

ASCAP	\$150.00
Security	\$3,465.00
Set-Up lunch	\$87.00
Whisper	\$38,545.00
William Morris	\$40,000.00
Equipment Rental	\$2,846.00
Drinks for set-up crew	\$57.00
Daisy the Clown	\$200.00
Fireworks	\$14,750.00
ID Check Stamps	\$61.00
Glow lights (beer tent)	\$80.00
Can Openers	\$11.00
Beer	\$5,398.00
VIP TENT Beer	\$2,232.00
MWR Sodas COG	\$1,343.00
VIP TENT Sodas	\$761.00
Ice	\$1,238.00
Set-up team Lunch	\$87.00
BOWLING NAF LABOR	\$340.00
BOSS food COG	\$150.00
Fitness NAF Labor	\$166.00
Bowling COG Glow Necklaces	\$239.00
Fort Eustis Detail food	\$100.00

Total Expenses \$112,306.00

Income:

YA Rides	\$2,450.00
Beer Sales	\$22,483.00
Ice and Vendor soda purchase	\$1,007.00
Sodas	\$3,072.00

Craft Vendors	\$615.00
Food Vendors	\$4,850.00
ACS Glow Necklaces	\$972.00
BOSS food sales	\$1,082.00
Bowl Glow Necklaces	\$482.00

Total Revenue: \$37,013.00

3. MWR Commercial Sponsorship Cash:

Fort Monroe Credit Union	\$250.00
M. Price	\$3,000.00
City of Hampton	\$9,000.00
USO Cash Sponsorship	\$10,000.00
Total Sponsorship	\$22,250.00

Total Income and Cash Sponsorship: \$59,236.00

Total Expenses \$112,306.00

Revenue from 2005 Fourth at the Fort: (-58,110.00)

MWR In-kind Service Sponsorship:

Coca-Cola (gratis)	\$200.00
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4. Non-Attributed Expenses:

Heilman, Vanpatten, Jackson , Finchum	N/C
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5. Comments/recommendations:

Great support of food and craft vendors, new location enjoyed by all.

Tremendous Soda and Beer sales.

One Beer Tent work fine! Great MWR sale people supported the sales!

I still see a lot of behind stage requirements that Whisper was not prepared:

- Security guards, contract call for 12 security guards behind stage. Not that many provided.
- Stage damaged, Griffin supported requests.
- Quality sound not good, some people far from stage area complained not hearing well.

If we are continuing doing concerts we need to negotiate a contract for a coin operated Ice freezer on location. We lose too much money on ice.

I don't believe the quality of Show for Fireworks was as spectacular as in the past, though they shoot few minute longer and more shells. We may need to compare with other companies, they are now charging \$14,750 and that's lots of money.

I am not sure that Security guards are prepared for control of the event; some of them are not sure on whom to allow access, where is parking lot for Handicaps, etc ...

Better beer inventory control at this concert at the Sponsor's Tent.

Stamps for ID check work much better/faster than wristbands.

We need to made available water stations for participants.

Great attendance to this year's event.

EXCELLENT MWR TEAM, HARD WORKING AND DEDICATED STAFF.
WE ARE STILL THE BEST!

MARIA PILAR JACKSON
Special Events Manager